

Given a sample advertisement, the reader selects those words and phrases which demonstrate the "plain folks" device.

**UNIT 2**  
**Lesson 1**  
**Locating Hidden Meaning**

**TECHNICAL TALK**

Many advertisers and politicians use a technique called the "plain folks" device for gaining support. The writer attempts to persuade the reader that he/she is very typical of the persons who buy the product or support the candidate. In other words, the writer attempts to identify with the reader. A company may use the slogan "country flavor" to sell table syrup. A candidate for office may use an expression like "the teachers' friend." Look for these types of phrases as you read this lesson.

**TRY IT**

Every day your local newspaper contains many advertisements. Each business tries to persuade you to buy the things it sells. Read the following five sentences and pick out the three "plain folks" devices that you find.

Rustic Valley Homes are designed for folks like you.  
The all-electric kitchens are made for the busy homemaker.  
All bathrooms are ceramic.  
The homey look appeals to all people.  
Come look at it today!

(The three devices are "folks like you," "busy homemaker," and "homey look.")

**KOEPPEN FOR SENATOR**

The following political advertisement appeared in *The New Town News*. Look carefully for the five phrases which are examples of the "plain folks" device.

**RAY WILL BE A GOOD SENATOR  
BECAUSE:**

- ★ He knows the issues
- ★ He is a native of New Town
- ★ He understands your concerns
- ★ He is middle-aged

**KOEPPEN  
FOR SENATOR**



**Ray Koeppen**

- ★ He has been supported by your neighbors
- ★ He is known as "Honest Ray"
- ★ He is well-educated
- ★ He is well-liked
- ★ He has been a taxpayer for 30 years in New Town

## REVIEW

Did you find the correct phrases? Notice that Ray Koeppen appealed to you in five ways to get your vote. Try to see why the other four items are not "plain folks."

## UNIT 2

### Lesson 2

#### Locating Hidden Meaning

### NEED A WASHER?

In lesson 2 you will find an advertisement for a Cleanwise Washer. Some parts of the advertisement tell just facts while other parts try to appeal to you through "plain folks" phrases. There are five examples of these phrases in the ad below. Try to find them.

### BEST BUY!

## Cleanwise Washer

.....saves electricity

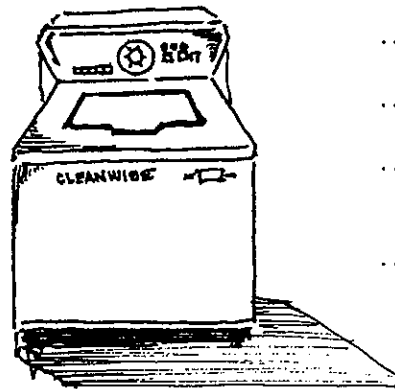
.....uses small amounts  
of water

.....made for all your wash  
needs

.....your neighbor has one

.....beautiful tough white  
cabinet

.....power fin agitator



.....made with you in mind

.....your home needs one

.....cycles for all needs

.....temperatures to suit your  
family's clothes

.....fits in small space

**HURRY! — NOW ONLY \$325.95**

**at STEEPHERSON'S APPLIANCE  
8005 West Izard Street  
391-5283**

## GET THE MESSAGE

### UNIT 2 Lesson 3 Locating Hidden Meaning

Below is an advertisement which appeared in the *Midtown Gazette* for Whatever Telephone Company. The Company has used five examples of the "plain folks" device. See if you can find these five examples. Check with the key to see if you are right. (Each example is a phrase of just two words.)

### NEED TO GET A MESSAGE SOMEPLACE?



Your neighbors know that mail is slow and the telephone is fast! Your phone is cheap and easy to use. Any person can use it. Need to call your grandmother? *Whatever Company* is your company—use it!

### HOW DID YOU DO?

